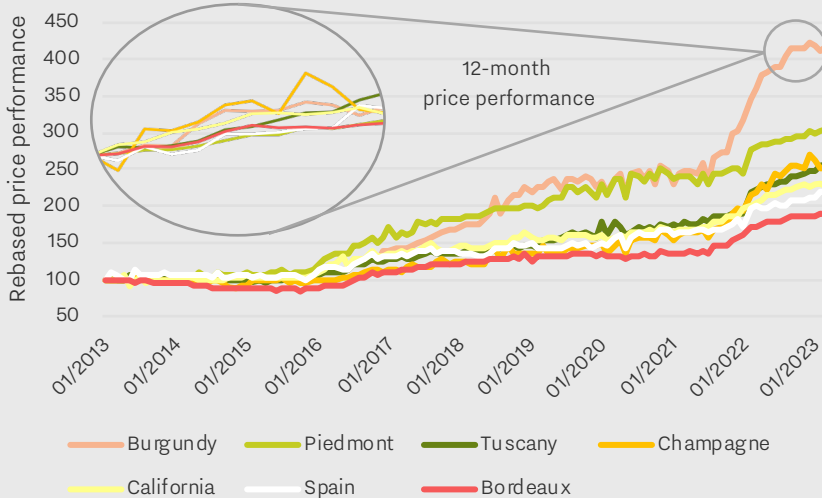


In collaboration with Wine-Searcher, Part I of Wine Lister's 2023 Bordeaux Study analyses the recent performance of the region and draws upon our latest trade survey findings to offer early insight ahead of this year's en primeur campaign. It reveals Bordeaux's top-performing estates over the past year, and explores industry opinion on the advantages of the en primeur system, for trade members and their customers respectively.

Read more: [www.wine-lister.com/analysis](http://www.wine-lister.com/analysis)

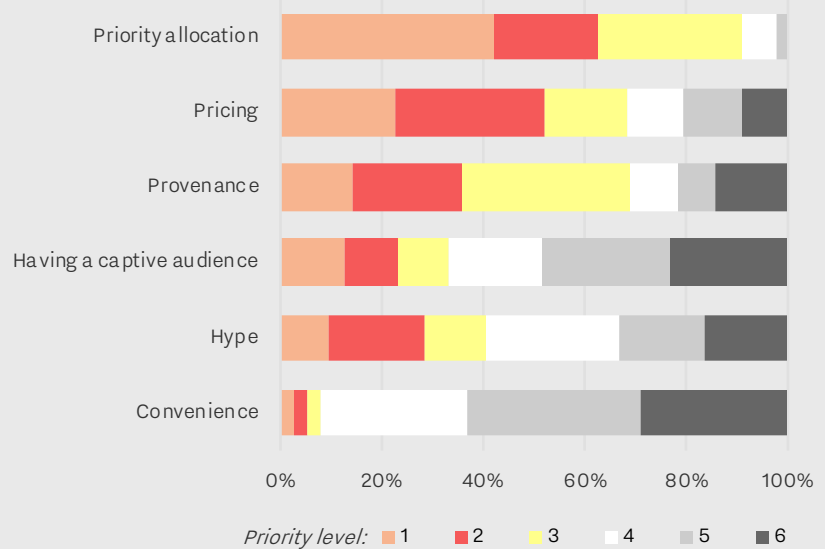
## 10-year price performance by region



An analysis of Bordeaux's price performance (based on the monthly average prices of the top 20 wines by Wine Lister Pro score) compared to six other key fine wine regions reveals that it has seen a strong growth of 89% over this period, though it lags other regions that have enjoyed an even stronger run. Performance has, however, evened out considerably over the past 12 months, with all regions increasing by a similar amount – between 7% (Bordeaux) and 13% (Tuscany), with an end to Burgundy's meteoric rise of the previous year.

Our survey of 48 leading trade members reveals the advantages of the en primeur system for trade and consumers respectively, with 42% of respondents reporting that priority allocation is the most important benefit for trade. 22% rate pricing as the most important benefit of en primeur for them, while 37% of our respondents believe that pricing is the most important factor for their customers. Several respondents also cited the ability to choose bottle format as a good incentive to buy en primeur for both parties.

## En primeur benefits for the trade



## Top confidence increases by wine



In last year's Bordeaux survey, nearly three-quarters of the wines featured saw an increase in trade confidence compared to 2021. The trend continues in 2023, with two-thirds of the wines surveyed increasing their confidence ratings on average since 2022. Yquem leads the way as the most improved since our last study, up by 1.7 points on its 2022 confidence rating. In a positive trend for the appellation, fellow Sauternes Guiraud also features, gaining 0.7 points. In terms of overall confidence score ranking, Petrus tops the chart with a rating of 9.7, followed by Lafite (9.6), Cheval Blanc, and Mouton (both 9.4).